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HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10003978-1

IN THE U.S. PATENT AND TRADEMARK OFFICE
Patent Application Transmittal Letter

COMMISSIONER FOR PATENTS
Washington, D.C. 20231

Sir:

Transmitted herewith for filing under 37 CFR 1.53(b) is a(n): ☒ Utility ☐ Design

☒ original patent application,
☐ continuation-in-part application

INVENTOR(S): Donald J. Palmer and Lee G. Caldwell

TITLE: TARGETED ADVERTISING METHOD AND SYSTEM

Enclosed are:

- ☒ The Declaration and Power of Attorney. ☒ signed ☐ unsigned or partially signed
☒ 2 sheets of drawings (one set) ☐ Associate Power of Attorney
☐ Form PTO-1449 ☐ Information Disclosure Statement and Form PTO-1449
☐ Priority document(s) ☐ (Other) _____ (fee \$ _____)

CLAIMS AS FILED BY OTHER THAN A SMALL ENTITY				
(1) FOR	(2) NUMBER FILED	(3) NUMBER EXTRA	(4) RATE	(5) TOTALS
TOTAL CLAIMS	29 — 20	9	X \$18	\$ 162
INDEPENDENT CLAIMS	3 — 3	0	X \$80	\$ 0
ANY MULTIPLE DEPENDENT CLAIMS	0		\$270	\$ 0
BASIC FEE: Design (\$320.00); Utility (\$710.00)				\$ 710
TOTAL FILING FEE				\$ 872
OTHER FEES				\$
TOTAL CHARGES TO DEPOSIT ACCOUNT				\$ 872

Charge \$ 872 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

"Express Mail" label no. EL820396327USDate of Deposit March 26, 2001

I hereby certify that this is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: Commissioner for Patents, Washington, D.C. 20231.

By Walter W. Karnstein
Typed Name: Walter W. Karnstein

Respectfully submitted,

Donald J. Palmer and Lee G. Caldwell

By Walter W. Karnstein
Walter W. Karnstein
Attorney/Agent for Applicant(s)
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Date: March 26, 2001

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